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OCTOBER-DECEMBER 1965

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CURRENT SERIAL RECORDS

CONSUMER PURCHASES OF

CITRUS

• **Fruit**

• **Juices**

• **Drinks**

AND OTHER PRODUCTS

CPFJ-163

U. S. DEPARTMENT OF AGRICULTURE
Economic Research Service in Cooperation
with the Florida Citrus Commission

PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, frozen concentrated fruit drinks, chilled orange juice, canned single-strength juices, canned single-strength fruit drinks, canned and chilled citrus salads and sections, and fresh oranges and grapefruit. Beginning with July 1963, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 7,500 household consumers. Estimates were based on a sample of about 6,000 households from 1954 through 1960, and on about 10,000 households from 1961 to June 1963.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice and canned grapefruit juice, and some understatement of canned orange juice. Nevertheless, the data are considered reliable indicators of trends and of relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

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Based on data collected for the Florida Citrus Commission by the
Market Research Corporation of America

April 1965

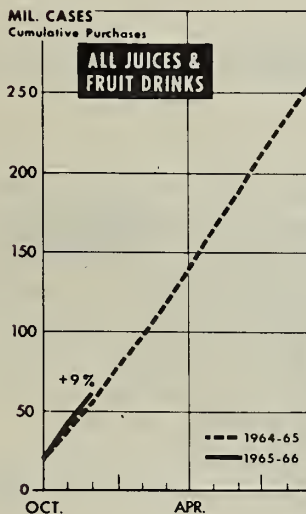
CONSUMER PURCHASES OF CITRUS FRUIT, JUICES,
DRINKS, AND OTHER PRODUCTS
OCTOBER-DECEMBER 1965

By Vernice C. Mitchell
Marketing Economics Division
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases made for hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons. Expenditures are computed from prices paid for the most prevalent size of container.

HIGHLIGHTS

Household purchases of reported fruit juices and drinks in October-December 1965 were up 9 percent--5.2 million cases, single-strength equivalent--compared with the same period a year earlier. (See figure in margin.) The increase in volume was due to larger purchases of prune and citrus juices which offset a decline in purchases of other canned single-strength juices, and fruit drinks. Citrus products were more plentiful because orange and grapefruit crops were the largest since the freeze of December 1962.



Purchases of frozen concentrated juices were up 28 percent in October-December from the same quarter in 1964, and their share of the household market for fruit juices and drinks rose from 32 to 38 percent. The gain in volume was largely the result of heavier buying of frozen concentrated orange juice. Prices paid were off 28 percent.

Consumer purchases of chilled orange juice were up 26 percent from the same quarter a year earlier, and were the largest reported for any quarter in this 10-year series. Retail prices dropped 14 percent to a 2-1/2 year low.

Purchases of canned single-strength juices increased 5 percent and prices declined 3 percent compared with October-December 1964. The gain in volume stemmed from an increase in the number of families buying.

In contrast to the gains made by the juices, the market for total fruit drinks was down to 3-year lows. Drink purchases were off 7 percent, and consumer outlay, off 12 percent.

October-December purchases of canned grapefruit sections rose 28 percent over the year-earlier quarter to reach a new high. Purchases of chilled citrus salads and sections also rose to a new peak. Moreover, consumer outlay for these 2 products was up sharply despite lower prices.

Retail purchases of fresh oranges and grapefruit increased a little over October-December 1964. Prices paid declined, however, and consumer expenditures were down.

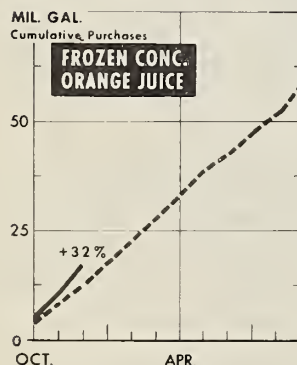
Sales of all citrus products tapered off after the December 1962 freeze. Since that time, purchases of only 2 reported citrus products have reached and exceeded pre-freeze levels. This was accomplished in October-December 1965 with chilled orange juice, up 12 percent; and fresh oranges, up 1 percent.

October-December prices for reported juices, drinks, and fruits were down 2 to 31 percent compared with the year-earlier quarter. Consequently, total consumer outlay was off 5 percent, (\$3.2 million) despite larger purchases of most products.

FROZEN CONCENTRATED JUICES

More Buyers Purchase Larger Quantities of FCOJ

Consumer purchases of frozen concentrated orange juice totaled 16.7 million gallons in October-December 1965-- 32 percent (or 4.1 million gallons) above the corresponding period of the preceding year. (See figure in margin.) The increase in the share of market was up 5.7 percentage points. These gains reflected a rise in the proportion of families buying, accompanied by a larger size purchase per buying family. Although this was the heaviest October-December volume in 2 years, retail movement remained 19 percent below the peak level of October-December 1962. (See tables 1, 16-19 and figs. 7-9.)

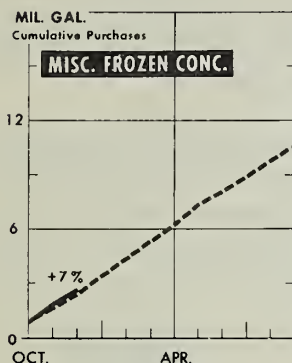


The 26 percent of the Nation's families that bought the product in each month of the quarter was 2 or 3 percentage points above year-earlier levels. Their average size of purchase increased 17 percent. The monthly purchase rate was about 47 ounces, or 7.9 cans per buying family.

Prices paid declined 31 percent from a year earlier, to an average 17.4 cents per 6-ounce can. Total consumer outlay for the quarter was down 8 percent, or \$5.5 million.

Purchases of Miscellaneous Frozen Concentrates on Upswing

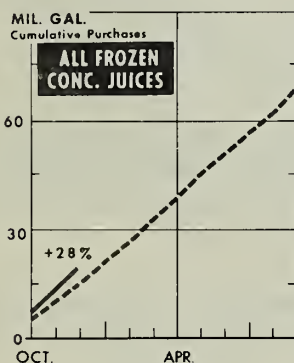
Purchases of miscellaneous frozen concentrates in October-December were up 7 percent--164,000 gallons--from the corresponding period in 1964. The increase was due to a larger size purchase per buying family. Purchases for the quarter were the largest in an October-December period in 4 years, and were moderately larger than the 1959-61 average.



Ounces purchased per buying family increased 7 percent, but the proportion of families buying remained virtually the same as in October-December 1964. The average buying family purchased about 31 ounces each month this quarter, or 5.1 cans. (See tables 8, 16-19 and fig. 8.)

Prices for these products continued to decline as they have since January 1965. A decline of 9 percent from the preceeding October-December reduced prices to 19.6 cents per 6-ounce can. Total consumer outlay dropped 3 percent since the increase in purchases did not compensate for the decline in prices.

Increased Use of Total Frozen Concentrated Juices



Consumer purchases of total frozen concentrated juices in October-December exceeded the year-earlier level by 28 percent, or 4.2 million gallons. Total volume for the quarter was the largest reported in 2 years, but remained 15 percent below the peak-level of October-December 1962. The share of market was 5.5 percentage points above the year-earlier level.

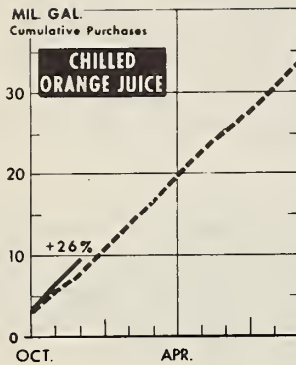
October-December retail prices were down 28 percent from a year earlier. The 17.7 cents paid per 6-ounce can was the lowest reported since October-December 1962. Total consumer outlay was off 7 percent--\$5.9 million--from a year earlier. (See tables 9, 18 and 19, and figs. 7 and 9.)

SINGLE-STRENGTH JUICES

Continued Growth in Market for Chilled Orange Juice

Consumer purchases of chilled orange juice in October-December 1965 were the largest reported for any quarter in this 9-year series. This represented an increase of 12 percent over the previous high set in October-December 1962. An average of 3.2 million gallons was purchased

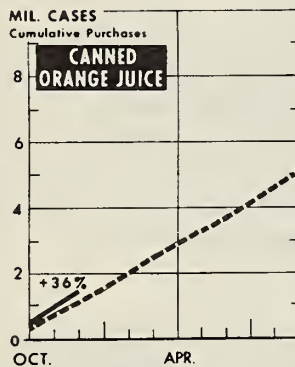
per month during the quarter--up 26 percent from a year earlier. (See figure in margin, tables 2, 16-19, and figs. 7-9.)



The gain in volume resulted from a sizeable increase in the proportion of families buying. About 6.8 percent of the Nation's families made purchases in each month of the quarter--the largest proportion since the beginning of the series. The size of purchase was virtually the same as a year earlier (3.3 quarts per month).

Prices were lower in October-December--down 14 percent from a year earlier to 40.5 cents a quart. Consequently, expenditures per buying family were down 14 percent to \$1.32 each month. Nevertheless, since many more families bought, total consumer outlay increased 8 percent (\$1.2 million).

More Buyers in Canned Orange Juice Market



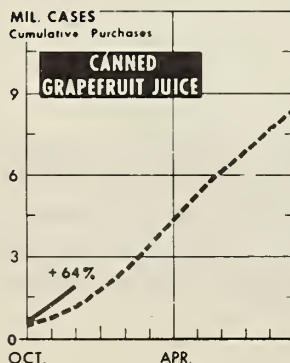
Consumer purchases of canned single-strength orange juice have been on the upturn for about a year. This trend continued in October-December, with purchases rising 36 percent (370,000 cases) over the same period of 1964. (See figure in margin, tables 3, 16-19, and figs. 7-9.)

The increase in volume was a result of a substantially larger proportion of families buying, combined with a more moderate rise in the average size of purchase.

Retail prices in October-December were off 23 percent from the preceding year to 43.7 cents per 46-ounce can. Therefore, family expenditures were off rather sharply to 81 cents per month.

Total consumer outlay, however, increased 5 percent because more families bought.

Canned Grapefruit Juice Purchases Increase Sharply



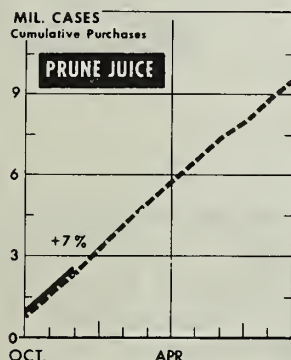
Household purchases of canned single-strength grapefruit juice in October-December 1965 rose 64 percent--739,000 cases--above the level of the same period a year earlier. Although this was the largest October-December volume reported in 2 years, purchases still remained 15 percent below prefreeze levels. (See figure in margin.)

The increase in retail movement was due to a sharp gain in the proportion of families buying, coupled with a more moderate increase in the size of purchase per buying

family. Purchase size averaged 2.2 cans among the 4.6 percent of the Nation's families that bought. (See tables 4, 16-19 and figs. 7-9.)

Retail prices dropped 12 percent to 40.6 cents per 46-ounce can in October-December compared with the corresponding period a year earlier. Even so, total consumer outlay increased 45 percent--\$2.2 million--since heavier retail sales more than offset price declines.

Per Family Prune Juice Purchases Increase

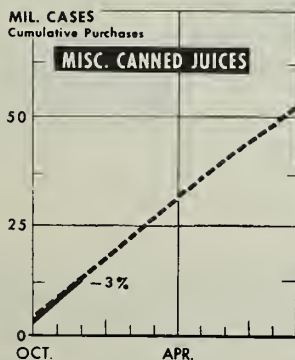


Household purchases of prune juice in October-December were higher compared with the same period a year earlier --a 7-percent increase, or 160,000 cases. (See figure in margin.) Purchases were the greatest ever reported for this quarter. However, the share of market remained the same as in October-December 1963 and 1964. (See tables 5, 16-19 and figs. 7-9.)

Volume gains were the result of a modest increase in the size of purchase per household, plus a slight rise in the proportion of families buying. Each buying family purchased about 2-1/2 quarts per month during the quarter.

Retail prices dropped slightly from a year earlier to 38.7 cents per quart. Notwithstanding, total consumer outlay increased 4 percent because of heavier retail sales.

Downward-Trend Continued for Miscellaneous Canned Juices

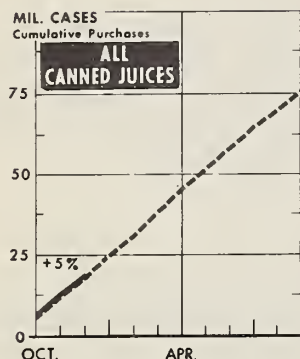


Retail sales of miscellaneous canned juices, such as apple, grape, pineapple, tomato, and blends, were slow in October-December, as they have been for about a year. Purchases declined 3 percent for the quarter, or 450,000 cases. These juices lost 2.8 percentage points in the household market for juices and drinks. (See tables 7, 16-19 and figs. 7-9.)

Slightly lower prices in October-December did not attract additional buyers. Rather, there were small declines in the proportion of families buying, as well as in the size of purchase per buying family.

Total consumer outlay for these juices dropped 5 percent, or \$2.1 million, from a year earlier. Expenditures per buying family were down 3 percent to an average of 70 cents per month.

Buyers Increase Use of Canned Juices

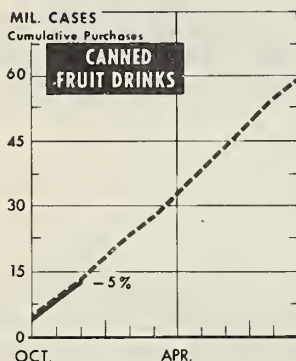


Consumer purchases of all canned single-strength juices in October-December were up 5 percent--819,000 cases--from a year earlier. These gains reflected a larger number of families buying, coupled with some increase in the size of purchase per household. However, the product group lost 1.4 percentage points in share of market since volume gains were small compared with those reported for frozen concentrated orange juice. (See tables 11, 16-19 and figs. 7-9.)

October-December prices were down 1 cent from a year earlier to 36.7 cents per 46-ounce can. Nevertheless, total consumer outlay increased slightly because of the rise in volume of purchases.

FRUIT DRINKS

Canned Fruit Drink Purchases Drop to 3-year Low

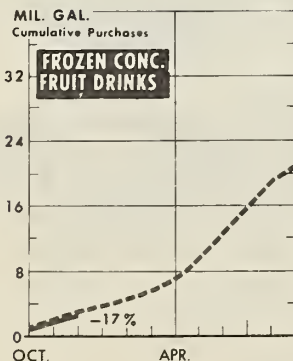


October-December 1965 purchases of canned single-strength fruit drinks were off 5 percent--651,000 cases--from a year earlier and were the smallest recorded since the 1962 freeze. (See figure in margin.) The decline in sales was brought about by fewer families making purchases, down about 1.5 percentage points per month.

The 21 percent of the Nation's families that used these products in each of the 3 months of the quarter was the smallest proportion of buyers recorded since the freeze. But the average size of purchase remained about 3.3 cans per month. (See tables 12, 15-19 and figs. 7-9.)

Prices paid per 46-ounce can were down 4 percent from a year earlier to 30.6 cents. The combined reductions in purchases and prices lowered total consumer outlay 9 percent, or \$3.6 million. Expenditures per buying family were down slightly.

Frozen Fruit Drinks' Market Continues to Dwindle



The consumer market for frozen concentrated fruit drinks has declined for more than a year. These frozen products include a wide variety of noncarbonated fruit drinks, ades, and punches. They differ from frozen concentrated juices in that they contain varying proportions of water.

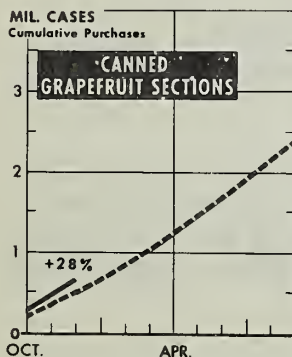
October-December purchases were 17 percent below the volume of the preceding year. This represented the smallest volume of purchases reported in the 2-1/2 years that data are available. (See tables 9, 15-19 and figs. 7 and 9.)

October-December prices dropped 12 percent compared with the corresponding period in 1964 to average 12.5 cents per 6-ounce can. Total consumer outlay was reduced \$2.5 million, or 27 percent, since both purchases and prices were lower.

CITRUS SECTIONS AND SALADS

Larger Purchases of Canned Grapefruit Sections

Consumers bought larger quantities of canned grapefruit sections in October-December 1965 than in the same period a year earlier. Purchases increased 28 percent (141,000 cases) due to a sharp rise in the proportion of families buying, along with a modest increase in the size of purchase per buying family. This was the second largest quarterly movement reported in 2 years. (See figure in margin, tables 6, 17-19, and figs. 7-9.)

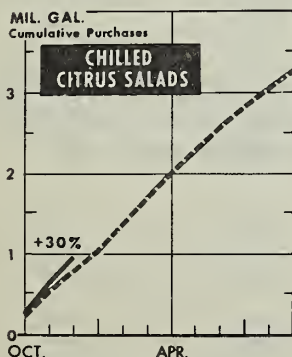


Of the 3.4 percent of the Nation's families that bought, each household purchased about 3.2 cans per month. Since prices were lower, family expenditures dropped 7 percent to average 80 cents per month.

Prices declined 11 percent to an average of 24.8 cents per No. 303 can in October-December compared with the preceding year. Prices have hovered around 25 cents for the past 6 months. However, total consumer outlay was up 13 percent (\$566,000) due to strong retail movement.

Moderate Increase in Purchases of Citrus Salads and Sections

October-December purchases of chilled citrus salads and sections were up 30 percent, 232,000 gallons, from a year earlier. This was the second largest quarterly movement reported in this 3-year series, exceeded only by the 1 million gallons bought in October-December 1962. (See tables 10 and 17-19.)



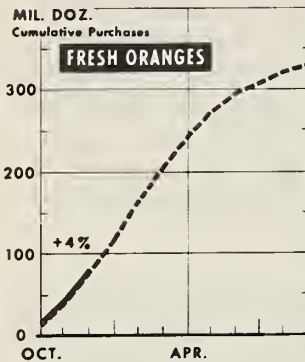
The volume gain in October-December was primarily a result of a substantially larger size purchase per household, along with a moderate increase in the proportion of families buying. The average purchase size was up 24 percent to 1.6 quarts per month.

Prices paid in October-December were off 9 percent from the corresponding quarter of the preceding year to 66.6 cents per quart. However, total consumer outlay and family expenditures rose since purchase increases more than offset price declines. As a result, total consumer

outlay increased 19 percent (\$428,000), and family expenditures were up 13 percent to \$1.07 per month.

FRESH ORANGES AND GRAPEFRUIT

Slight Increase in Purchases of Fresh Oranges

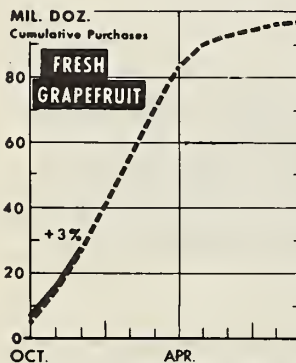


Consumers bought 4 percent more fresh oranges in October-December 1965 than in the same quarter in 1964--an increase of 2.8 million dozen. Purchases were upheld by an increase in the quantity bought per household. For the first time the total volume for the quarter was slightly above October-December 1962. (See figure in margin, tables 13, 17-19 and figs. 7-9.)

The proportion of families buying was slightly lower. Even so, the size of purchase per household increased 5 percent to 1.7 dozen oranges per month.

Prices paid were down 11 percent from a year earlier to 54 cents per dozen, the lowest reported in over a year. Total and family expenditures were down 8 and 7 percent, respectively, since purchase increases were overshadowed by price declines.

Fresh Grapefruit Purchases up Slightly



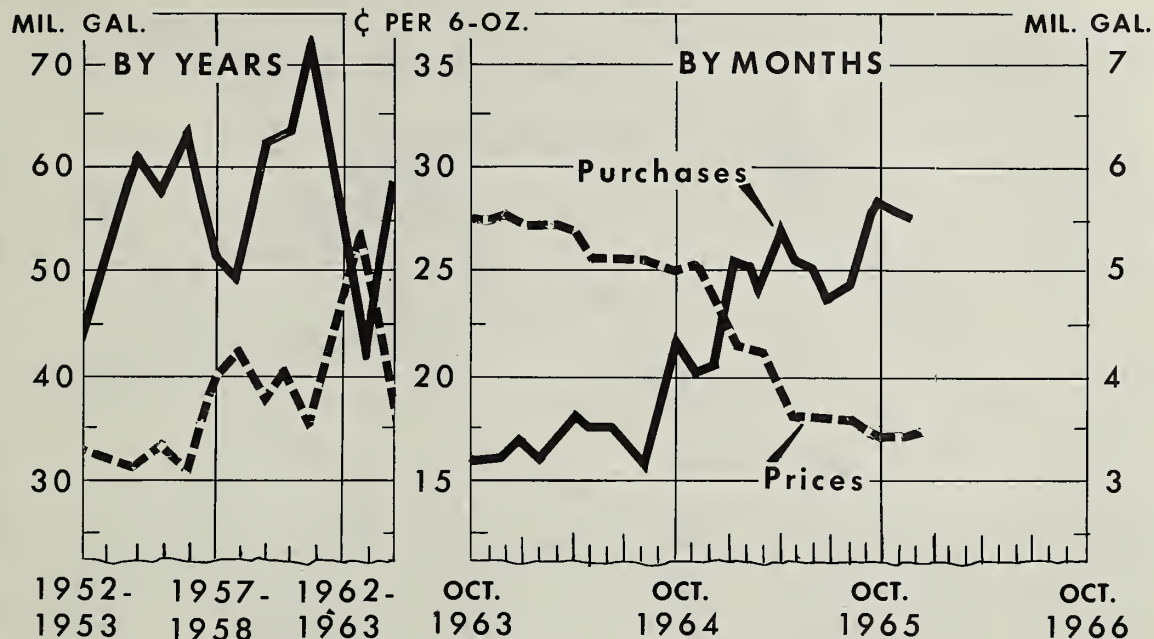
Purchases of fresh grapefruit in October-December were up 3 percent compared with corresponding months in 1964--an increase of 862,000 dozen. A small rise in the proportion of families buying brought about the gain in volume. (See tables 14, 17-19 and figs. 7-9.)

Prices paid dropped 6 percent to \$1.10 per dozen. However, price declines did not influence the size of purchase per household, which remained around 8.5 grapefruit per month.

Total consumer outlay in October-December dropped slightly from a year earlier because price declines more than offset purchase increases. Family expenditures were off 6 percent to 77 cents per month.

FROZEN CONCENTRATED ORANGE JUICE

Consumer Purchases and Prices Paid Δ



U.S. DEPARTMENT OF AGRICULTURE

Fig. 1

NEG. ERS 2537

ECONOMIC RESEARCH SERVICE

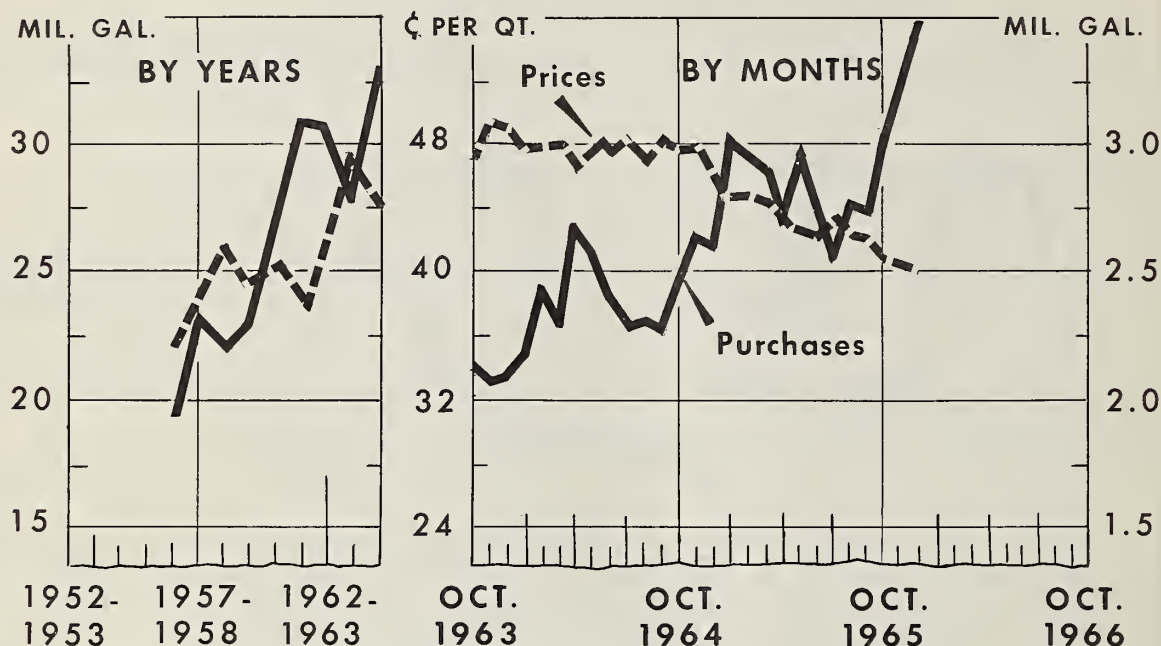
Table 1.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,111	4,369	5,674	23.0	26.0	42.6	47.9	19.7	25.0	17.3
Nov.	4,970	4,090	5,519	23.1	26.2	39.6	46.3	19.9	25.2	17.3
Dec.	4,996	4,163	5,507	23.2	25.4	40.0	48.2	19.6	24.9	17.5
Oct.-Dec.	15,077	12,622	16,701	23.1	25.9	40.7	47.5	19.7	25.0	17.4
Jan.	5,312	5,076		25.3		44.9		19.6	22.8	
Feb.	5,207	5,046		25.8		43.7		19.6	21.3	
Mar.	5,172	4,931		25.5		43.6		19.6	21.1	
Jan.-Mar.	15,691	15,053		25.5		44.1		19.6	21.7	
Apr.	5,147	5,353		25.6		46.5		19.3	19.7	
May	4,941	5,105		23.5		48.1		19.3	18.1	
June	4,740	5,044		24.0		46.7		19.5	18.0	
Apr.-June	14,828	15,502		24.4		47.1		19.4	18.6	
July	4,601	4,801		23.5		45.3		19.6	17.8	
Aug.	4,580	4,936		23.7		46.5		19.8	17.7	
Sept.	5,111	5,596		25.6		48.2		19.6	17.4	
July-Sept.	14,292	15,333		24.3		46.7		19.7	17.6	
48-weeks	59,888	58,510		24.3		44.6		19.6	20.5	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CHILLED ORANGE JUICE

Consumer Purchases and Prices Paid^Δ



^Δ REPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 2

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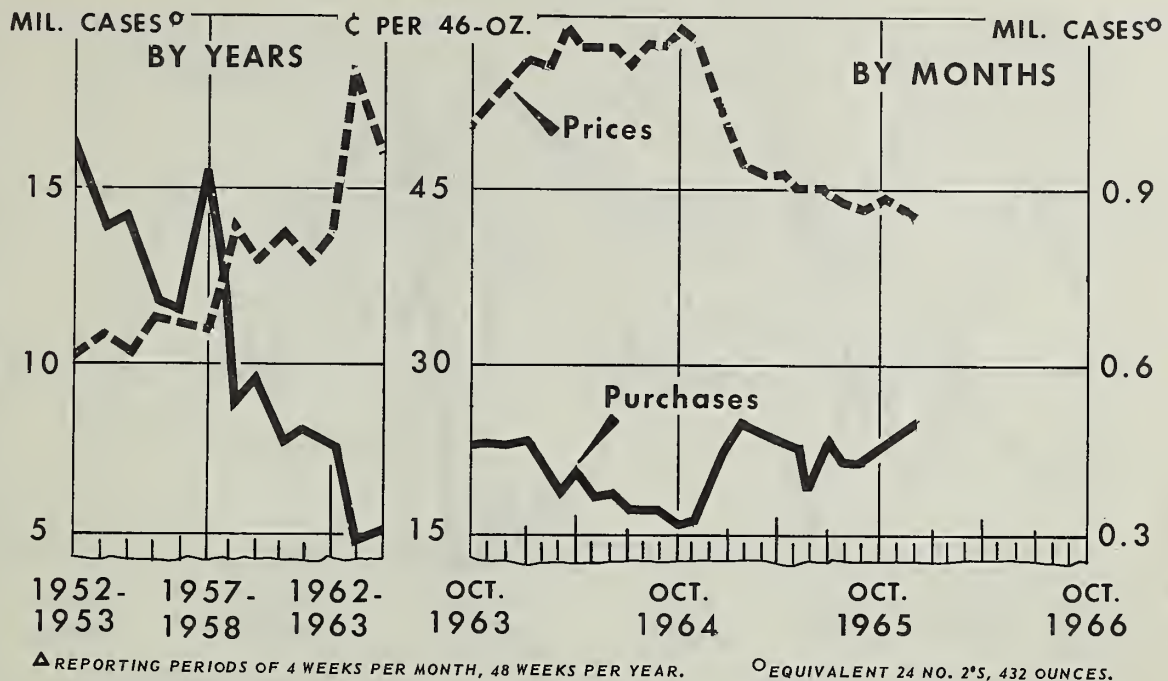
Table 2.--CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,950	2,475	3,004	5.3	6.6	103.4	99.1	39.7	47.8	40.9
Nov.	2,017	2,627	3,219	5.8	6.8	103.7	105.6	40.2	47.6	40.6
Dec.	1,911	2,604	3,494	5.4	7.1	105.9	107.5	40.0	46.6	40.1
Oct.-Dec.	5,878	7,706	9,717	5.5	6.8	104.3	104.1	40.0	47.3	40.5
Jan.	2,098	3,051		6.8		98.8		39.1	45.0	
Feb.	2,288	2,946		6.7		97.4		38.7	45.0	
Mar.	2,267	2,919		6.4		98.8		39.6	44.4	
Jan.-Mar.	6,653	8,916		6.6		98.3		39.1	44.8	
Apr.	2,239	2,742		6.1		99.2		39.3	43.2	
May	2,339	2,953		6.2		104.6		38.7	42.6	
June	2,291	2,768		6.2		99.4		38.3	42.3	
Apr.-June	6,869	8,463		6.2		101.1		38.8	42.7	
July	2,064	2,541		6.0		93.6		39.1	43.0	
Aug.	1,901	2,752		6.0		101.3		39.6	42.3	
Sept.	1,974	2,712		6.2		95.4		39.6	41.8	
July-Sept.	5,939	8,005		6.1		96.8		39.4	42.4	
48-weeks	25,339	33,090		6.1		100.1		39.3	44.3	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

CANNED SINGLE-STRENGTH ORANGE JUICE

Consumer Purchases and Prices Paid^Δ



U. S. DEPARTMENT OF AGRICULTURE

Fig. 3

NEG. ERS 2539 ECONOMIC RESEARCH SERVICE

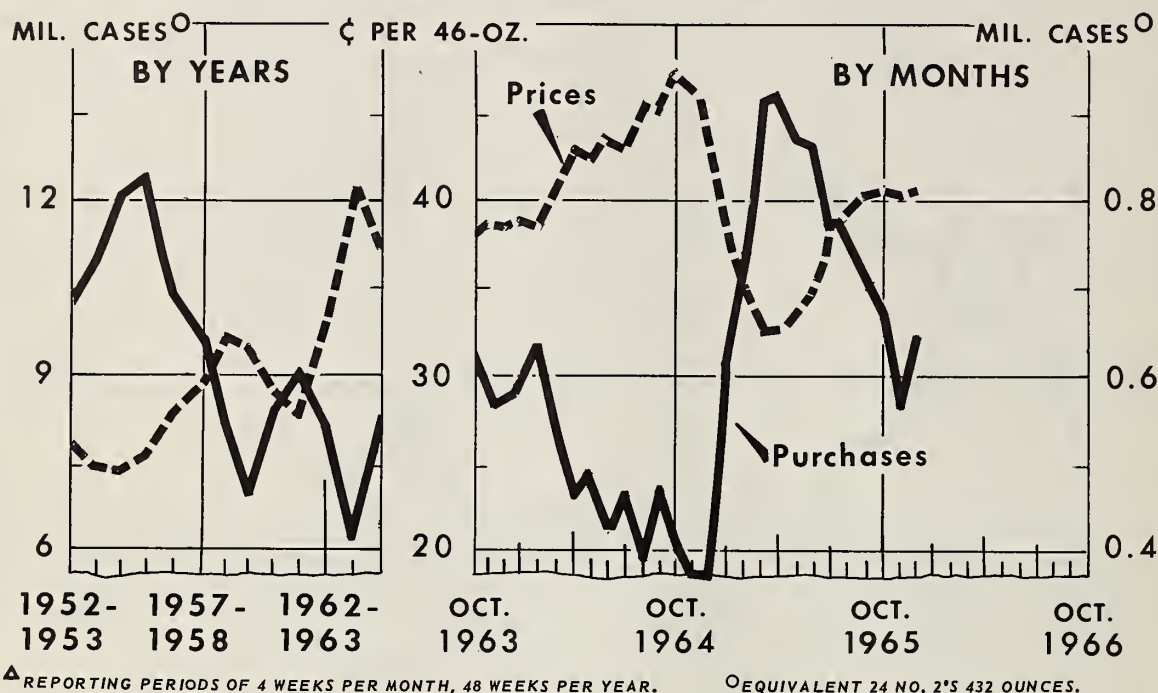
Table 3.--CANNED SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	852	323	443	3.0	3.8	82.5	87.3	37.8	58.7	43.9
Nov.	808	327	475	3.4	4.2	76.7	83.9	37.7	57.8	44.4
Dec.	754	392	494	3.8	4.3	77.1	85.6	38.1	53.8	42.8
Oct.-Dec.	2,414	1,042	1,412	3.4	4.1	78.8	85.6	37.9	56.8	43.7
Jan.	892	446		4.2		81.8		37.0	50.6	
Feb.	909	497		4.4		86.3		37.5	47.0	
Mar.	915	470		4.5		79.8		37.5	46.2	
Jan.-Mar.	2,716	1,413		4.4		82.6		37.3	47.9	
Apr.	881	460		3.9		88.8		37.8	46.3	
May	838	453		3.9		88.7		37.9	45.3	
June	806	396		3.6		83.6		37.7	45.0	
Apr.-June	2,525	1,309		3.8		87.0		37.8	45.5	
July	764	451		3.6		93.7		38.5	44.3	
Aug.	708	419		3.7		85.8		39.0	43.9	
Sept.	709	423		3.6		88.9		39.9	43.5	
July-Sept.	2,181	1,293		3.6		89.5		39.1	43.9	
48-weeks	9,836	5,057		3.8		84.5		38.0	48.1	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE

Consumer Purchases and Prices Paid^Δ



U. S. DEPARTMENT OF AGRICULTURE

Fig. 4

NEG. ERS 2540 ECONOMIC RESEARCH SERVICE

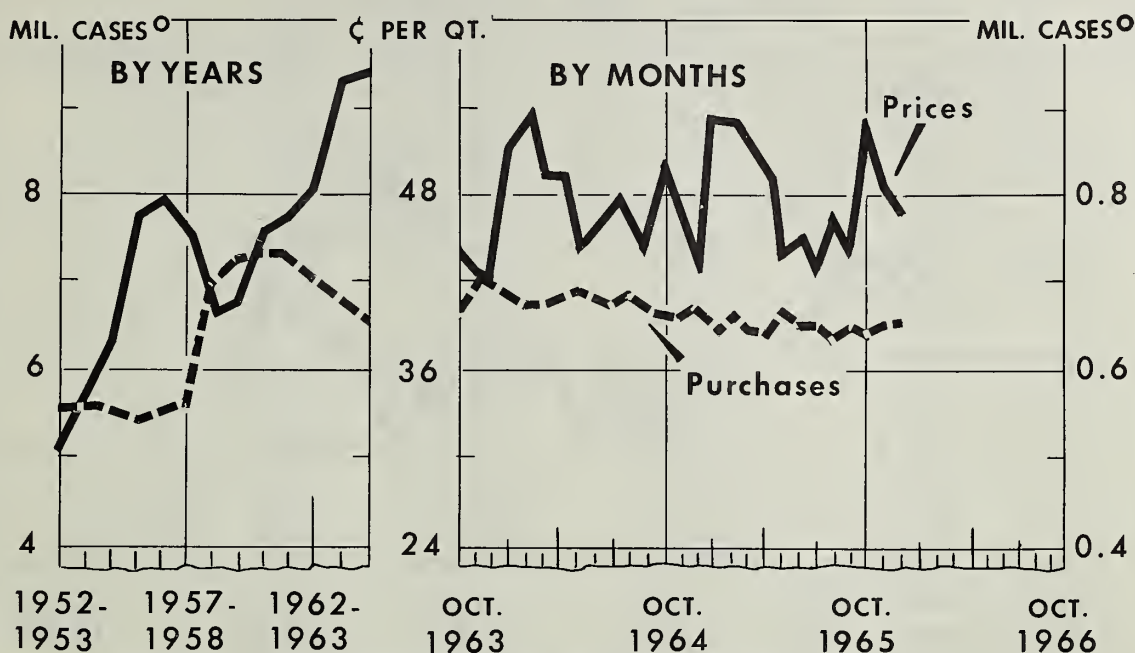
Table 4.--CANNED SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	Average : 1964-1957-61	1965-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	Average : 1957-61	1964-1965	1965-1966
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	772	404	674	3.3	5.0	93.1	101.5	30.3	47.3	40.7
Nov.	683	379	569	3.5	4.3	82.6	99.4	30.7	46.5	40.4
Dec.	643	371	650	3.4	4.6	83.3	106.5	30.4	44.1	40.6
Oct.-Dec.	2,098	1,154	1,893	3.4	4.6	86.3	102.5	30.5	46.0	40.6
Jan.	755	613		4.7		100.7		30.1	38.8	
Feb.	715	738		5.3		106.8		30.4	34.9	
Mar.	738	914		5.6		124.3		30.1	32.5	
Jan.-Mar.	2,208	2,265		5.2		110.6		30.2	35.4	
Apr.	793	916		5.8		120.0		29.1	32.7	
May	781	871		6.0		109.0		28.9	33.9	
June	714	862		5.8		113.7		29.2	35.2	
Apr.-June	2,288	2,649		5.9		114.2		29.1	33.9	
July	632	768		5.5		106.9		30.3	38.0	
Aug.	683	772		5.1		111.0		29.9	39.2	
Sept.	663	703		5.0		101.4		30.3	40.3	
July-Sept.	1,978	2,243		5.2		106.4		30.2	39.1	
48-weeks	8,572	8,311		4.9		104.4		30.0	37.3	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

PRUNE JUICE

Consumer Purchases and Prices Paid ^Δ



^ΔREPORTING PERIODS OF 4 WEEKS PER MONTH, 48 WEEKS PER YEAR. [○]EQUIVALENT 24 NO. 2'S 432 OUNCES.

U. S. DEPARTMENT OF AGRICULTURE

Fig. 5

NEG. ERS 2541 ECONOMIC RESEARCH SERVICE

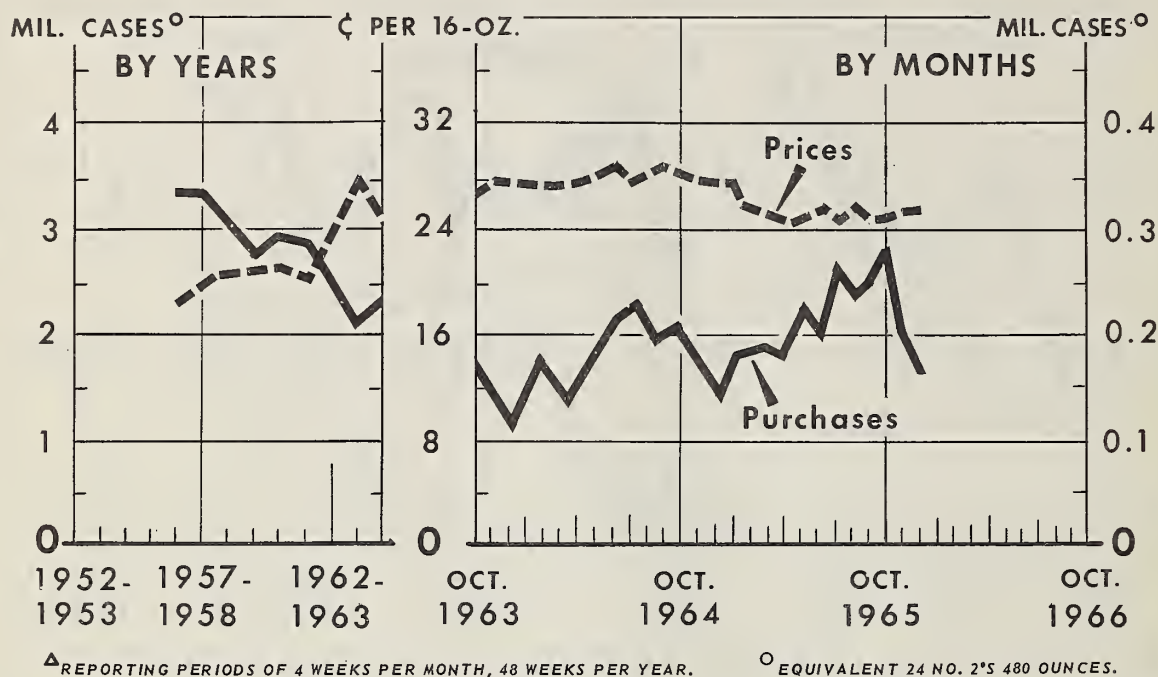
Table 5.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per quart		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	632	826	883	8.0	8.1	78.4	82.2	39.9	39.9	38.1
Nov.	598	776	810	7.6	7.6	79.2	80.9	40.5	39.3	38.8
Dec.	599	706	775	7.2	7.4	75.4	79.0	40.8	40.1	39.1
Oct.-Dec.	1,829	2,308	2,468	7.6	7.7	77.7	80.7	40.4	39.8	38.7
Jan.	652	893		8.5		80.0		40.9	38.3	
Feb.	653	890		8.2		81.2		41.4	39.0	
Mar.	654	856		8.5		76.0		41.5	38.6	
Jan.-Mar.	1,959	2,639		8.4		79.1		41.3	38.6	
Apr.	602	827		7.6		81.9		41.7	38.6	
May	607	737		7.0		80.2		41.8	40.3	
June	600	754		7.2		79.7		41.7	39.5	
Apr.-June	1,809	2,318		7.3		80.6		41.7	39.5	
July	571	715		6.8		79.6		41.7	39.5	
Aug.	569	774		7.1		82.3		41.6	38.1	
Sept.	602	745		7.1		79.9		41.7	38.8	
July-Sept.	1,742	2,234		7.0		80.6		41.7	38.8	
48-weeks	7,339	9,499		7.6		79.5		41.3	39.1	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks. Equivalent cases 24 No. 2 cans ... 432 ounces per case.

CANNED GRAPEFRUIT SECTIONS

Consumer Purchases and Prices Paid^Δ



U. S. DEPARTMENT OF AGRICULTURE

Fig. 6

NEG. ERS 2542 ECONOMIC RESEARCH SERVICE

Table 6.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per No. 303 can		
	Average : 1957-61	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	1964- : 1965	1965- : 1966	Average : 1957-61	1964- : 1965	1965- : 1966
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	311	201	280	3.6	4.0	47.2	58.2	20.0	28.0	24.4
Nov.	249	161	205	2.6	3.4	52.5	50.5	20.3	27.7	24.8
Dec.	192	146	164	2.5	2.9	48.7	46.9	20.5	27.8	25.1
Oct.-Dec.	752	508	649	2.9	3.4	49.5	51.9	20.3	27.8	24.8
Jan.	245	179		3.3		46.0		20.2	26.4	
Feb.	239	179		3.0		49.4		20.2	25.9	
Mar.	225	184		3.0		51.5		20.4	25.5	
Jan.-Mar.	709	542		3.1		49.0		20.3	25.9	
Apr.	227	179		2.9		51.3		20.3	24.8	
May	233	222		3.2		58.5		20.4	24.8	
June	255	201		3.2		51.7		20.5	25.4	
Apr.-June	715	602		3.1		53.8		20.4	25.0	
July	264	252		3.4		61.0		20.7	24.6	
Aug.	253	236		3.5		56.1		20.4	25.2	
Sept.	284	247		3.6		56.7		20.4	24.8	
July-Sept.	801	735		3.5		57.9		20.5	24.9	
48-weeks	2,977	2,387		3.2		52.6		20.4	25.8	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 480 ounces per case.

Table 7.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date 1/

Period 2/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 46-ounce can		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	1,000 cases	1,000 cases	1,000 cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	5,041	4,545	4,343	32.6	30.9	105.9	104.0	30.6	31.9	31.3
Nov.	4,619	4,563	4,362	33.8	32.2	102.3	101.0	31.5	32.3	31.6
Dec.	4,705	4,368	4,321	33.0	32.8	100.4	97.5	31.8	32.9	32.5
Oct.-Dec.	14,365	13,476	13,026	33.1	32.0	102.9	100.8	31.3	32.4	31.8
Jan.	5,106	4,661		34.1		102.9		32.0	32.2	
Feb.	5,140	4,622		34.2		101.8		31.8	32.0	
Mar.	4,982	4,736		35.0		102.1		31.9	31.8	
Jan.-Mar.	15,228	14,019		34.4		102.3		31.9	32.0	
Apr.	4,759	4,617		33.8		103.0		33.1	32.0	
May	4,668	4,436		32.6		102.6		32.9	31.9	
June	4,433	4,177		32.1		98.0		32.8	32.3	
Apr.-June	13,860	13,230		32.8		101.2		32.9	32.1	
July	4,328	3,854		30.8		93.4		32.6	32.6	
Aug.	4,256	3,899		30.4		94.9		31.5	32.3	
Sept.	4,220	4,382		31.7		102.5		32.1	31.3	
July-Sept.	12,804	12,135		31.0		96.9		32.1	32.0	
48-weeks	56,257	52,860		32.8		100.8		32.0	32.1	

Table 8.--MISCELLANEOUS FROZEN CONCENTRATED JUICES: Consumer purchases, percentage of families buying, purchases per buying family and average price paid, October 1963 to date 3/

Period 2/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 6-ounce can		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	1,000 gallons	1,000 gallons	1,000 gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	932	905	906	6.6	6.5	30.6	31.2	20.7	21.1	19.8
Nov.	853	823	865	6.4	6.4	28.9	30.2	21.2	21.7	19.3
Dec.	725	725	846	6.1	6.2	26.8	30.9	21.4	21.8	19.6
Oct.-Dec.	2,510	2,453	2,617	6.4	6.4	28.8	30.8	21.1	21.5	19.6
Jan.	981	976		7.4		29.5		21.3	20.9	
Feb.	1,007	917		6.7		30.7		21.0	20.8	
Mar.	944	1,033		7.4		31.4		21.6	20.4	
Jan.-Mar.	2,932	2,926		7.2		30.5		21.3	20.7	
Apr.	1,102	930		6.8		30.8		21.1	20.2	
May	828	952		6.8		31.3		21.5	20.2	
June	834	809		6.2		29.1		21.0	20.0	
Apr.-June	2,764	2,691		6.6		30.4		21.2	20.1	
July	800	823		6.0		30.9		21.1	18.6	
Aug.	832	814		6.2		30.0		20.6	18.7	
Sept.	794	802		6.0		30.2		21.2	19.3	
July-Sept.	2,426	2,439		6.1		30.4		21.0	18.9	
48-weeks	10,632	10,509		6.6		30.0		21.1	20.3	

1/ Includes citrus blends, and canned juices other than orange, grapefruit and prune. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks. 3/ Includes citrus blends, and frozen concentrated juices other than orange.

Equivalent cases of 24 No. 2 cans ... 432 ounces per case.

Table 9.--TOTAL FROZEN CONCENTRATED FRUIT JUICES, AND FRUIT DRINKS: Consumer purchases and prices paid, October 1963 to date

Period 1/	Total frozen concentrated juices					Total frozen concentrated drinks				
	Purchases			Prices paid per 6-ounce can		Purchases			Prices paid per 6-ounce can	
	1963- 1964	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1963- 1964	1964- 1965	1965- 1966	1964- 1965	1965- 1966
	gallons	gallons	gallons	Cents	Cents	gallons	gallons	gallons	Cents	Cents
Oct.	1,000	1,000	1,000	24.3	17.6	1,000	1,000	1,000	13.9	12.0
Nov.	4,170	5,274	6,581	24.6	17.6	1,504	1,225	964	14.4	12.6
Dec.	4,116	4,913	6,384	24.4	17.8	1,077	1,020	799	14.4	12.9
Oct.-Dec.	3,965	4,888	6,353	24.5	17.7	917	782	754	14.2	12.5
Jan.	12,251	15,075	19,318			3,498	3,027	2,517		
Feb.										
Mar.										
Jan.-Mar.	4,379	6,052		22.5		1,201	882		14.4	
Apr.	4,290	5,963		21.2		1,126	782		14.4	
May	4,438	5,964		21.0		1,131	915		14.4	
June	13,107	17,979		21.6		3,458	2,579		14.4	
July										
Aug.	4,751	6,283		19.8		1,545	1,212		12.7	
Sept.	4,400	6,057		18.4		3,247	2,783		10.8	
Oct.-Dec.	4,385	5,853		18.3		3,360	3,018		10.7	
Jan.-Mar.	13,536	18,193		18.8		8,152	7,013		11.4	
Apr.										
May	4,149	5,624		17.9		4,281	3,212		10.5	
June	4,122	5,750		17.8		2,999	2,922		10.4	
July	4,522	6,398		17.6		2,073	1,767		10.7	
Aug.	12,793	17,772		17.8		9,353	7,901		10.4	
Sept.										
Oct.-Dec.										
48-weeks	51,687	69,019		20.5		24,461	20,520		11.7	

Table 10.--CHILLED CITRUS SALADS AND SECTIONS: Consumer purchases, percentage of families buying, purchases per buying family, and average price paid, October 1963 to date 2/

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per 32-ounce jar		
	1963- 1964	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1964- 1965	1965- 1966	1963- 1964	1964- 1965	1965- 1966
	gallons	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
	gallons	gallons	gallons	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	1,000	1,000	1,000							
Nov.	194	227	278	1.3	1.2	40.3	51.4	77.9	74.2	65.9
Dec.	256	279	332	1.6	1.5	41.6	50.8	68.9	72.7	67.2
Oct.-Dec.	222	256	384	1.4	1.7	42.6	51.7	71.3	72.1	66.8
Jan.	672	762	994	1.4	1.5	41.5	51.3	72.7	73.0	66.6
Feb.										
Mar.										
Jan.-Mar.	222	290		1.4		48.6		76.1	68.4	
Apr.	251	314		1.5		48.4		75.8	66.9	
May	224	323		1.6		46.4		74.6	66.6	
June	697	927		1.5		47.8		75.5	67.3	
July										
Aug.	280	308		1.5		47.8		74.5	67.2	
Sept.	338	251		1.3		44.9		74.6	66.1	
Oct.-Dec.	312	299		1.6		44.0		76.2	69.2	
Jan.-Mar.	930	858		1.5		45.6		75.1	67.5	
Apr.										
May	288	253		1.3		44.7		75.5	67.9	
June	260	240		1.0		56.2		75.8	68.6	
July	225	206		1.0		49.4		74.1	66.2	
Aug.	773	699		1.1		50.1		75.1	67.6	
Sept.										
Oct.-Dec.										
48-weeks	3,072	3,246		1.4		46.2		74.6	68.8	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks. 2/ These estimates, as for all others in this report, are based on sample data, and are subject to sampling errors. Because of the small number of families buying, estimates for chilled salads particularly should be used with caution.

Table 11.--TOTAL CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchases per		Prices paid per		
				families buying		buying family		46-ounce can		
	Average	1964-	1965-	1964-	1965-	1964-	1965-	Average	1964-	1965-
	1957-61	1965	1966	1965	1966	1965	1966	1957-61	1965	1966
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	6,732	6,098	6,343	39.0	39.2	118.5	120.8	---	37.8	36.5
Nov.	6,495	6,045	6,216	40.3	39.9	114.2	116.7	---	37.7	36.5
Dec.	6,152	5,837	7,240	39.1	40.5	113.2	115.0	---	38.0	37.1
Oct.-Dec.	19,379	17,980	18,799	39.5	39.9	115.3	117.5	---	37.8	36.7
Jan.	6,931	6,613		41.2		121.3		---	37.1	
Feb.	6,940	6,747		41.7		121.8		---	36.6	
Mar.	7,015	6,976		43.3		122.2		---	35.8	
Jan.-Mar.	20,886	20,336		42.1		121.8		---	36.5	
Apr.	6,875	6,820		41.6		124.5		---	35.9	
May	6,817	6,497		40.6		121.2		---	36.1	
June	6,454	6,189		39.8		117.8		---	36.5	
Apr.-June	20,146	19,506		40.7		121.2		---	36.2	
July	6,013	5,788		38.0		114.2		---	37.2	
Aug.	5,892	5,864		37.8		115.5		---	37.0	
Sept.	5,995	6,253		39.3		118.2		---	36.0	
July-Sept.	17,900	17,905		38.4		116.0		---	36.7	
48-weeks	78,311	75,727		40.1		118.6		---	36.8	

Table 12.--CANNED SINGLE-STRENGTH FRUIT DRINKS: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1964 to date, with comparisons

Period 1/	Total purchases			Proportion of		Purchases per		Prices paid per		
				families buying		buying family		46-ounce can		
	Average	1964-	1965-	1964-	1965-	1964-	1965-	Average	1964-	1965-
	1959-61	1965	1966	1965	1966	1965	1966	1959-61	1965	1966
	1,000	1,000	1,000							
	cases	cases	cases	Percent	Percent	Ounces	Ounces	Cents	Cents	Cents
Oct.	2,858	4,723	4,435	23.0	21.1	154.0	156.8	32.0	31.6	30.2
Nov.	2,577	4,222	3,967	21.6	20.3	149.6	146.4	32.8	32.0	30.7
Dec.	2,635	4,263	4,155	22.0	20.7	145.3	149.5	32.3	32.5	31.0
Oct.-Dec.	8,070	13,208	12,557	22.2	20.7	149.6	150.9	32.4	32.0	30.6
Jan.	3,235	4,854		23.0		158.4		31.8	31.4	
Feb.	3,362	4,903		23.4		158.4		31.9	31.8	
Mar.	3,408	4,692		23.1		154.4		31.7	31.8	
Jan.-Mar.	10,005	14,449		23.2		157.1		31.8	31.7	
Apr.	3,558	4,992		23.4		160.8		31.7	31.2	
May	3,758	5,557		24.6		170.0		31.7	30.4	
June	4,027	5,525		25.1		165.3		31.3	30.2	
Apr.-June	11,343	16,074		24.4		165.4		31.6	30.6	
July	4,007	5,568		25.1		166.9		30.8	29.9	
Aug.	3,486	5,276		24.3		163.8		31.1	27.9	
Sept.	3,233	4,586		22.2		156.5		31.5	30.5	
July-Sept.	10,726	15,430		23.9		162.4		31.1	29.4	
48-weeks	40,144	59,161		23.4		158.6		31.7	30.9	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.
Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 13.--FRESH ORANGES: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Oranges	Oranges	Cents	Cents	Cents
Oct.	12,673	13,527	16,556	16.2	18.0	17.7	19.2	62.3	67.1	60.5
Nov.	20,614	22,962	25,270	25.8	27.0	18.8	19.5	59.7	56.4	50.3
Dec.	40,586	41,422	38,840	41.4	36.7	21.2	22.0	55.8	58.7	51.6
Oct.-Dec.	73,873	77,911	80,666	27.8	27.2	19.2	20.2	59.3	60.7	54.1
Jan.	42,660	40,496		38.7		22.0		57.5	59.9	
Feb.	43,928	43,868		41.2		22.4		57.4	61.4	
Mar.	41,937	44,093		40.7		22.8		57.6	61.5	
Jan.-Mar.	128,525	128,457		40.2		22.4		57.5	60.9	
Apr.	35,406	36,822		34.9		22.1		61.2	63.1	
May	28,964	30,349		30.2		21.1		58.3	63.9	
June	21,673	20,502		22.9		18.8		56.3	63.7	
Apr.-June	86,043	87,673		29.3		20.7		58.6	63.6	
July	12,900	13,396		15.2		18.4		61.3	61.6	
Aug.	9,994	11,506		12.6		19.1		61.4	62.8	
Sept.	10,122	11,610		13.6		17.8		64.0	64.0	
July-Sept.	33,016	36,512		13.8		18.4		62.2	62.7	
48-weeks	321,457	330,553		27.8		20.2		58.5	61.5	

Table 14.--FRESH GRAPEFRUIT: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid, October 1963 to date, with comparisons

Period 1/	Total purchases			Proportion of families buying		Purchases per buying family		Prices paid per dozen		
	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966
	1,000 doz.	1,000 doz.	1,000 doz.	Percent	Percent	Grape-fruit	Grape-fruit	Cents	Cents	Cents
Oct.	6,410	4,661	6,516	15.0	20.1	6.6	6.7	117.3	131.6	122.0
Nov.	10,203	10,612	10,196	24.9	24.2	9.0	8.8	110.4	111.0	106.5
Dec.	10,760	11,334	10,757	24.2	22.4	9.9	10.0	109.5	109.7	102.6
Oct.-Dec.	27,373	26,607	27,469	21.4	22.2	8.5	8.5	112.4	117.4	110.4
Jan.	12,880	14,300		28.3		10.6		110.7	100.6	
Feb.	13,057	14,514		27.6		11.1		110.8	98.9	
Mar.	12,027	15,201		28.6		11.2		117.2	100.4	
Jan.-Mar.	37,964	44,015		28.2		11.0		112.9	100.0	
Apr.	8,375	12,464		24.0		10.9		137.0	108.0	
May	4,370	7,203		16.7		9.0		154.2	123.2	
June	2,454	3,437		9.6		7.5		158.6	137.2	
Apr.-June	15,199	23,104		16.8		9.1		145.4	122.8	
July	1,028	1,613		4.6		7.4		155.2	140.5	
Aug.	726	1,059		3.5		6.2		160.5	154.2	
Sept.	559	1,006		3.6		5.9		172.1	155.0	
July-Sept.	2,313	3,678		3.9		6.5		160.9	148.4	
48-weeks	82,849	97,404		17.6		8.8		119.8	109.7	

1/ Data are for 4-week (28 day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 15.--Equivalent single-strength purchases of orange and grapefruit juices, other juices, and fruit drinks, October 1963 to date 1/

Period 2/	Orange and grapefruit juices 3/			Other juices 4/			Canned single-strength fruit drinks			Frozen concentrated fruit drinks			Total all products		
	1963-1964	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966	1963-1964	1964-1965	1965-1966	1964-1965	1965-1966	Change from 1964-65
Monthly	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	cases	Percent
Oct.	5,547	6,637	8,733	6,876	6,443	6,300	4,630	4,723	4,435	1,598	1,287	1,287	19,401	20,755	+7.0
Nov.	5,504	6,331	8,538	6,338	6,314	6,197	3,990	4,222	3,967	1,329	1,064	1,064	18,196	19,766	+8.6
Dec.	5,486	6,468	8,705	6,270	5,933	6,099	4,224	4,263	5,155	1,023	1,002	1,002	17,687	19,961	+12.9
Oct-Dec.	16,537	19,436	25,976	19,484	18,690	18,596	12,844	13,208	12,557	3,950	3,353	3,353	55,284	60,482	+9.4
Jan.	5,706	7,978		7,124	6,711		5,094	4,854		1,153			20,696		
Feb.	5,664	8,088		7,221	6,599		5,624	4,903		1,024			20,614		
Mar.	5,739	8,092		6,925	6,816		5,471	4,692		1,210			20,810		
Jan-Mar.	17,109	24,158		21,270	20,126		16,189	14,449		3,387			62,120		
Apr.	5,979	8,531		6,891	6,546		5,957	4,992		1,619			21,688		
May	5,842	8,248		6,383	6,301		6,213	5,557		3,796			23,902		
June	5,712	8,055		6,177	5,890		5,980	5,525		4,135			23,605		
Apr-June.	17,533	24,834		19,451	18,737		18,150	16,074		9,550			69,195		
July	5,446	7,661		6,067	5,544		6,201	5,568		4,407			23,180		
Aug.	5,299	7,855		6,005	5,638		5,498	5,276		4,011			22,780		
Sept.	5,910	8,561		5,895	6,077		4,937	4,586		2,407			21,631		
July-Sept.	16,655	24,077		17,967	17,259		16,636	15,430		10,825			67,591		
Cumulative:															
Oct.	5,547	6,637	8,733	6,876	6,443	6,300	4,630	4,723	4,435	1,598	1,287	1,287	19,401	20,755	+7.0
Nov.	11,051	12,968	17,271	13,214	12,757	12,497	8,620	8,945	8,402	2,927	2,351	2,351	37,597	40,521	+7.8
Dec.	16,537	19,436	25,976	19,484	18,690	18,596	12,844	13,208	12,557	3,950	3,353	3,353	55,284	60,482	+9.4
Jan.	22,243	27,414		26,608	25,401		17,938	18,062		5,103			75,980		
Feb.	27,907	35,502		33,829	32,000		23,562	22,965		6,127			96,594		
Mar.	33,646	43,594		40,754	38,816		29,033	27,657		7,337			117,404		
Apr.	39,625	52,125		47,645	45,362		34,990	32,649		8,956			139,092		
May	45,467	60,373		54,028	51,563		41,203	38,206		12,752			162,994		
June	51,179	68,428		60,205	57,553		47,183	43,731		16,887			186,599		
July	56,625	76,089		66,272	63,097		53,384	49,299		21,294			209,779		
Aug.	61,924	83,944		72,277	68,735		58,882	54,575		25,305			232,559		
Sept.	67,834	92,305		78,172	74,812		63,819	59,161		27,712			254,190		

1/ Frozen concentrated juices converted to single-strength equivalent at 4 to 1; frozen concentrated fruit drinks, marketed at various concentrations, at 4.5 to 1. The latter is an approximation, since the product mix, which varies widely by season, is not known. 2/ 4-weeks (28-days) per month; 48 weeks per season. 3/ Frozen concentrated, chilled, and canned single-strength orange juices, and canned single-strength grapefruit juice; excludes citrus blends. 4/ All other frozen concentrated and canned single-strength juices, including citrus blends.

Equivalent cases 24 No. 2 cans ... 432 ounces per case.

Table 16.--Average prices paid by consumers per 6-ounce serving of juices and fruit drinks, October 1964 to date 1/

Month and year 2/	Frozen concentrated juices 3/			Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks		Frozen concen- trated fruit drinks 3/		Average all items	
	Orange	Misc. 4/	Average		Orange	Grape- fruit	Prune	Misc. 4/	Average	fruit drinks	fruit drinks	Cents		Cents
1964-65														
October	6.2	5.3	6.1	9.0	7.6	6.2	7.5	4.2	4.9	4.1	3.2	5.1		
November	6.3	5.4	6.2	8.9	7.5	6.1	7.4	4.2	4.9	4.2	3.3	5.2		
December	6.2	5.4	6.1	8.7	7.0	5.8	7.5	4.3	5.0	4.2	3.3	5.2		
January	5.7	5.2	5.6	8.4	6.6	5.1	7.2	4.2	4.9	4.1	3.3	5.0		
February	5.3	5.2	5.3	8.4	6.1	4.6	7.3	4.2	4.8	4.2	3.3	4.9		
March	5.3	5.1	5.2	8.3	6.0	4.2	7.2	4.2	4.7	4.2	3.2	4.8		
April	4.9	5.0	4.9	8.1	6.0	4.3	7.2	4.2	4.7	4.1	2.8	4.6		
May	4.5	5.0	4.6	8.0	5.9	4.4	7.6	4.2	4.7	4.0	2.3	4.2		
June	4.5	5.0	4.6	7.9	5.9	4.6	7.4	4.2	4.8	3.9	2.3	4.2		
July	4.4	4.6	4.5	8.1	5.8	5.0	7.4	4.2	4.8	3.9	2.3	4.1		
August	4.4	4.7	4.5	7.9	5.7	5.1	7.1	4.2	4.8	3.6	2.2	4.1		
September	4.4	4.8	4.4	7.8	5.7	5.3	7.3	4.1	4.7	4.0	2.3	4.3		
Season	5.2	5.1	5.2	8.3	6.3	5.1	7.3	4.2	4.8	4.0	2.8	4.6		
1965-66														
October	4.3	5.0	4.4	7.7	5.7	5.3	7.1	4.1	4.8	3.9	2.7	4.4		
November	4.3	4.8	4.4	7.6	5.8	5.3	7.3	4.1	4.8	4.0	2.8	4.5		
December	4.4	4.9	4.4	7.5	5.6	5.3	7.3	4.2	4.8	4.0	2.9	4.6		
January														
February														
March														
April														
May														
June														
July														
August														
September														
Season														

1/ Based on prices paid per specified unit: Frozen concentrated juices and fruit drinks, 6-ounce; chilled orange juice and prune juice, 32-ounce; all others, 46-ounce. 2/ 4-weeks (28-days) per month; 48-weeks per season. 3/ Frozen concentrated juices converted to ready-to-drink basis at 4 to 1; frozen concentrated fruit drinks approximated at 4.5 to 1. See table 15. 4/ Includes citrus blends.

Table 17.--Expenditures per buying family for citrus fruit, juices, drinks, and other products, October 1964 to date 1/

Month and year 2/	Frozen		Chilled orange juice	Canned single-strength juices					Canned single- strength fruit drinks	Canned grapefruit sections	Chilled citrus salads	Fresh oranges	Fresh grapefruit
	Concentrated juices			Orange : Grapefruit : Prune : Misc. : All									
	Dol.	Dol.		Dol.	Dol.	Dol.	Dol.	Dol.					
1964-65													
October	1.78	1.08	1.54	1.05	.96	.98	.73	.98	.83	.93	.99	.72	
November	1.66	1.05	1.54	.97	.84	.93	.72	.93	.91	.95	.89	.83	
December	1.66	.97	1.54	.90	.80	.93	.72	.93	.85	.96	1.04	.90	
January	1.71	1.03	1.39	.90	.85	.96	.72	.98	.76	1.04	1.10	.89	
February	1.55	1.06	1.37	.88	.81	.99	.71	.97	.80	1.01	1.15	.91	
March	1.53	1.07	1.37	.80	.88	.92	.71	.95	.82	.97	1.17	.93	
April	1.53	1.04	1.34	.89	.85	.99	.72	.97	.80	1.00	1.16	.98	
May	1.45	1.05	1.39	.87	.80	1.01	.71	.95	.91	.93	1.12	.92	
June	1.40	.97	1.32	.82	.87	.98	.69	.93	.82	.95	1.00	.85	
July	1.34	.96	1.26	.90	.88	.98	.66	.92	.94	.95	.94	.87	
August	1.37	.94	1.34	.82	.94	.98	.67	.93	.88	1.21	1.00	.80	
September	1.40	.97	1.25	.84	.89	.97	.70	.93	.88	1.02	.95	.76	
Season	1.53	1.02	1.39	.89	.86	.97	.70	.95	.85	.99	1.04	.86	
1965-66													
October	1.38	1.03	1.27	.83	.90	.98	.71	.96	.89	1.06	.97	.68	
November	1.34	.97	1.34	.81	.87	.98	.70	.93	.78	1.07	.81	.78	
December	1.41	1.01	1.35	.80	.94	.97	.69	.93	.84	1.08	.94	.85	
January													
February													
March													
April													
May													
June													
July													
August													
September													
Season													

1/ Based on prices paid per specified unit: Frozen concentrated juices, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; canned single-strength fruit drinks, and juices other than prune, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen fresh oranges and grapefruit. 2/ Data are for 4-week (28-day) periods to facilitate comparisons; hence, season includes only 48 weeks.

Table 18.--Consumer expenditures for citrus fruit, juices, drinks, and other products, October 1964 to date 1/

Month and year 2/	Frozen concentrated juices		Chilled orange juice	Canned single-strength juices				Canned single- strength fruit drinks	Frozen concen- trated fruit drinks	Canned grape- fruit sections	Chilled citrus salads and sections	Fresh oranges	Fresh grape- fruit	Total
	Canned single-strength juices													
	Orange	Misc. 3/		Orange	Grape- fruit	Prune	Misc. 3/							
1964-65	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000
Oct.	23,301	4,074	4,732	1,781	1,795	4,449	13,616	3,639	1,688	674	9,077	6,134	88,976	
Nov.	21,987	3,810	5,002	1,775	1,655	4,117	13,841	3,125	1,338	811	12,951	11,779	94,879	
Dec.	22,114	3,372	4,854	1,981	1,537	3,822	13,496	2,410	1,218	738	24,315	12,433	105,301	
Jan.	24,689	4,352	5,492	2,119	2,334	4,617	14,095	2,714	1,418	793	24,257	14,386	115,580	
Feb.	22,929	4,069	5,303	2,194	2,419	4,686	13,890	2,409	1,391	840	26,935	14,354	116,061	
March	22,196	4,496	5,184	2,039	2,790	4,461	14,144	2,803	1,408	860	27,117	15,262	116,772	
April	22,497	4,008	4,738	2,000	2,813	4,309	13,875	3,275	1,332	828	23,235	13,461	110,998	
May	19,712	4,102	5,032	1,927	2,773	4,010	13,289	6,397	1,652	664	19,393	8,874	103,690	
June	19,369	3,452	4,683	1,674	2,850	4,021	12,670	6,893	1,532	828	13,060	4,716	91,418	
July	18,231	3,266	4,371	1,876	2,741	3,813	11,799	7,209	1,860	687	8,252	2,266	82,006	
Aug.	18,638	3,247	4,656	1,727	2,842	3,981	11,827	6,461	1,784	659	7,226	1,633	78,505	
Sept.	20,772	3,302	4,534	1,728	2,661	3,902	12,881	4,030	1,838	545	7,430	1,559	78,318	
Season	256,435	45,550	58,581	22,821	29,210	50,188	159,423	51,365	18,459	8,927	203,248	106,857	1,182,504	
1965-66														
Oct.	20,944	3,827	4,915	1,826	2,576	4,542	12,766	2,472	2,050	733	10,016	7,950	87,195	
Nov.	20,368	3,561	5,228	1,981	2,159	4,243	12,945	2,151	1,525	892	12,711	10,859	90,060	
Dec.	20,559	3,537	5,604	1,986	2,478	4,091	13,188	2,072	1,235	1,026	20,041	11,037	98,950	
Jan.														
Feb.														
March														
April														
May														
June														
July														
Aug.														
Sept.														
Season														

1/ Based on prices paid per specified unit: Frozen concentrated juices and drinks, 6-ounce; chilled orange juice, prune juice, and chilled citrus salads, 32-ounce; all other juices and drinks, 46-ounce; canned grapefruit sections, 16-ounce; and per dozen oranges and grapefruit. 2/ 4 weeks (28 days) per month; 48-weeks per season. 3/ Includes citrus blends.

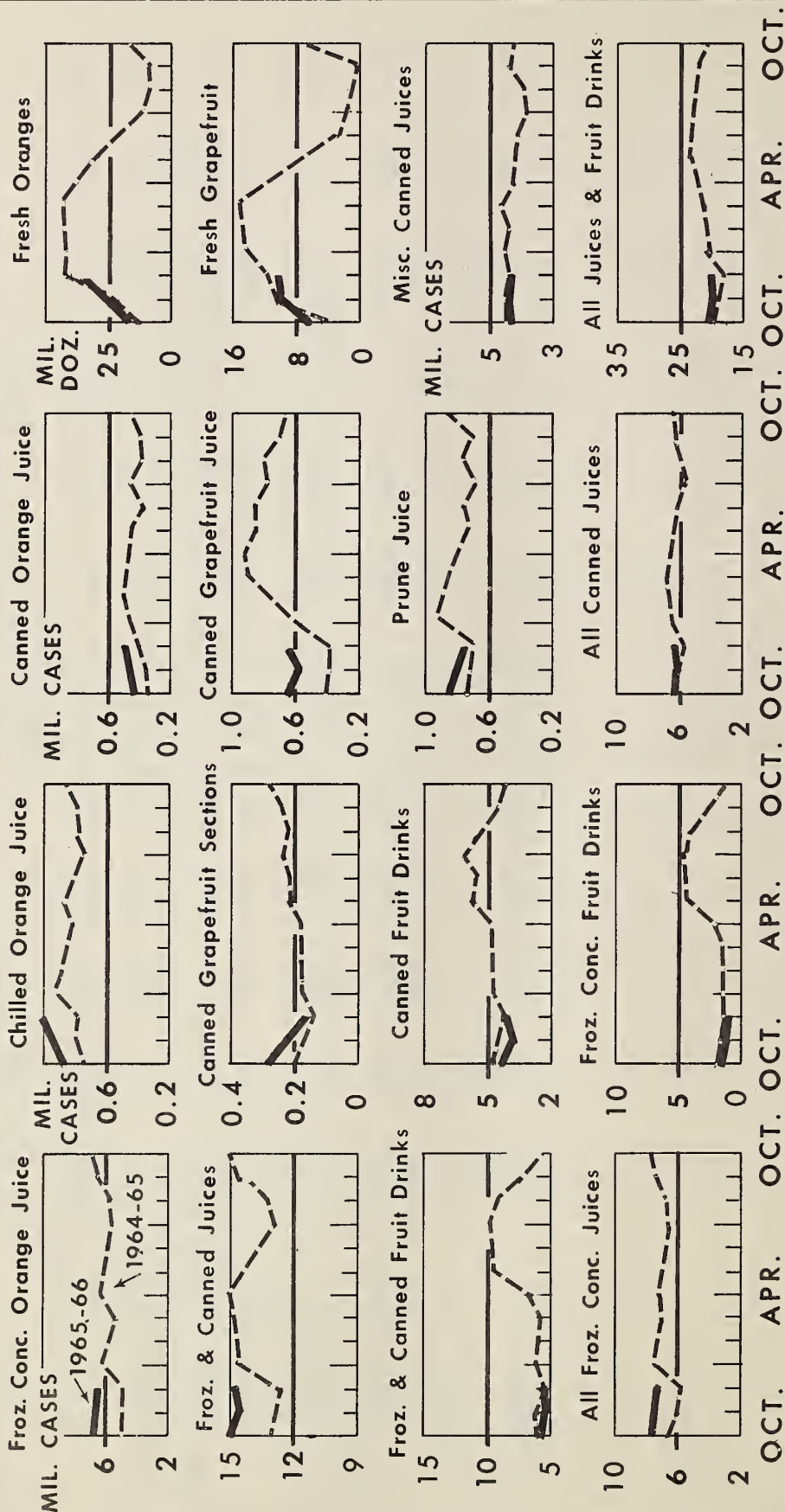
Table 19.--Summary of consumer purchases, prices paid, and expenditures for citrus fruit, juices, drinks and other products, October-December 1964 and 1965 1/

Product	Purchases				Prices paid				Expenditures			
	Volume		Share of market		per 6-ounce serving or per dozen fruit		Per buying family 2/		Total			
	Oct.-1964	Dec.-1965	Oct.-1964	Dec.-1965	Oct.-1964	Dec.-1965	Oct.-1964	Dec.-1965	Oct.-1964	Dec.-1965	Oct.-1964	Dec.-1965
Juices	1,000 cases	1,000 cases										
Frozen concentrated:												
Orange	17,957	19,791	27.0	32.7	6.3	4.3	1.70	1.38	67,402	61,871	-8.2	-8.2
Miscellaneous	2,906	3,102	5.3	5.1	5.4	4.9	1.03	1.00	11,256	10,925	-2.9	-2.9
Total concentrated	17,863	22,893	32.3	37.8	6.1	4.4	---	---	78,658	72,796	-7.5	-7.5
Chilled orange	2,283	2,879	4.2	4.8	8.9	7.6	1.54	1.32	14,588	15,747	+7.9	+7.9
Canned single-strength:												
Orange	1,042	1,412	1.9	2.3	7.4	5.7	---	---	---	---	---	---
Grapefruit	1,154	1,893	2.1	3.1	6.0	5.3	.97	.81	5,537	5,793	+4.6	+4.6
Prune	2,308	2,468	4.1	4.1	7.5	7.2	.87	.90	4,987	7,213	+44.6	+3.9
Miscellaneous	13,476	13,026	24.4	21.6	4.2	4.1	.97	.70	12,388	12,876	+3.9	+3.9
Total canned	17,980	18,799	32.5	31.1	4.9	4.8	.72	.94	40,953	38,899	-5.0	-5.0
Total juices	38,126	44,571	69.0	73.7	5.7	4.8	---	---	63,865	64,781	+1.4	+1.4
Fruit Drinks												
Frozen concentrated	3,950	3,353	7.1	5.5	3.3	2.8	---	---	157,111	153,324	-2.4	-2.4
Canned single-strength	13,208	12,557	23.9	20.8	4.2	4.0	.77	.73	9,174	6,695	-27.0	-27.0
Total fruit drinks	17,158	15,910	31.0	26.3	4.0	3.7	1.04	1.01	39,715	36,111	-9.1	-9.1
Total Juices & Fruit Drinks	55,284	60,481	100.0	100.0	5.2	4.5	---	---	48,889	42,806	-12.4	-12.4
Processed Citrus Fruit:												
Canned grapefruit sections:	508	649	---	---	10.4	9.3	---	---	206,000	196,130	-4.8	-4.8
Chilled salads & sections:	1,000 gals.	993	---	---	13.7	12.5	.86	.80	4,244	4,810	+13.3	+13.3
Fresh Citrus Fruit:												
Oranges	77,911	80,666	---	---	.59	.53	.95	.91	2,223	2,651	+19.3	+19.3
Grapefruit	26,607	27,469	---	---	1.14	1.09	.97	.77	46,343	30,346	-7.7	-7.7
TOTAL EXPENDITURES	---	---	---	---	---	---	---	---	289,356	276,205	-4.5	-4.5

1/ Includes three 4-week periods or 12 weeks. See tables 1-14. Calculations made from unrounded data. 2/ Simple average of monthly expenditures. 3/ Includes single-strength equivalent of frozen concentrates with concentrated juices converted at 4 to 1, and concentrated fruit drinks at 4.5 to 1. Equivalent cases of 24 No. 2 cans ... 432 ounces per case.

CONSUMER PURCHASES OF CITRUS AND OTHER PRODUCTS

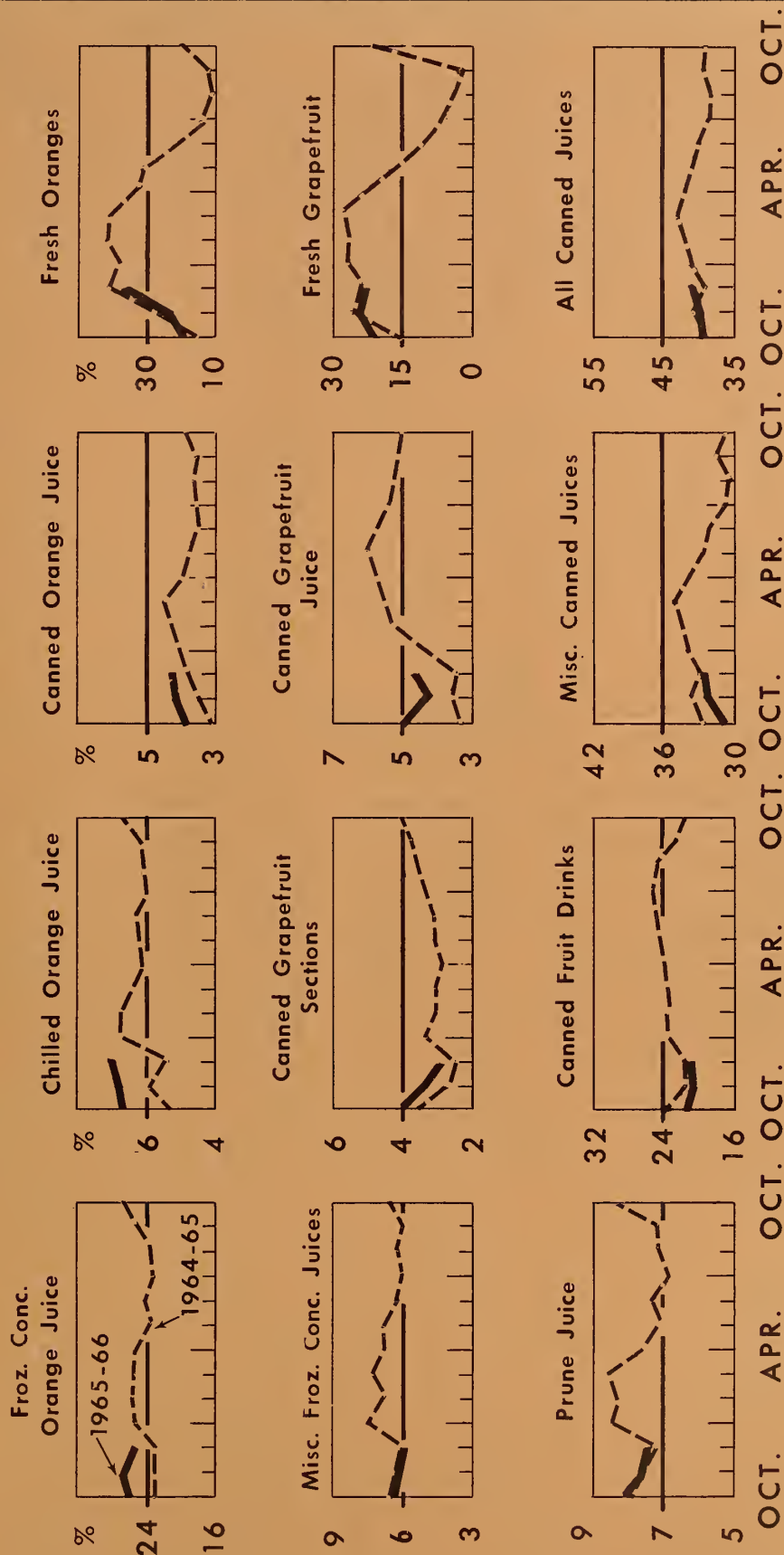
Equivalent Single-Strength Cases of 24 No. 2's, and Dozens of Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 7

PERCENTAGE OF FAMILIES BUYING CITRUS AND OTHER PRODUCTS

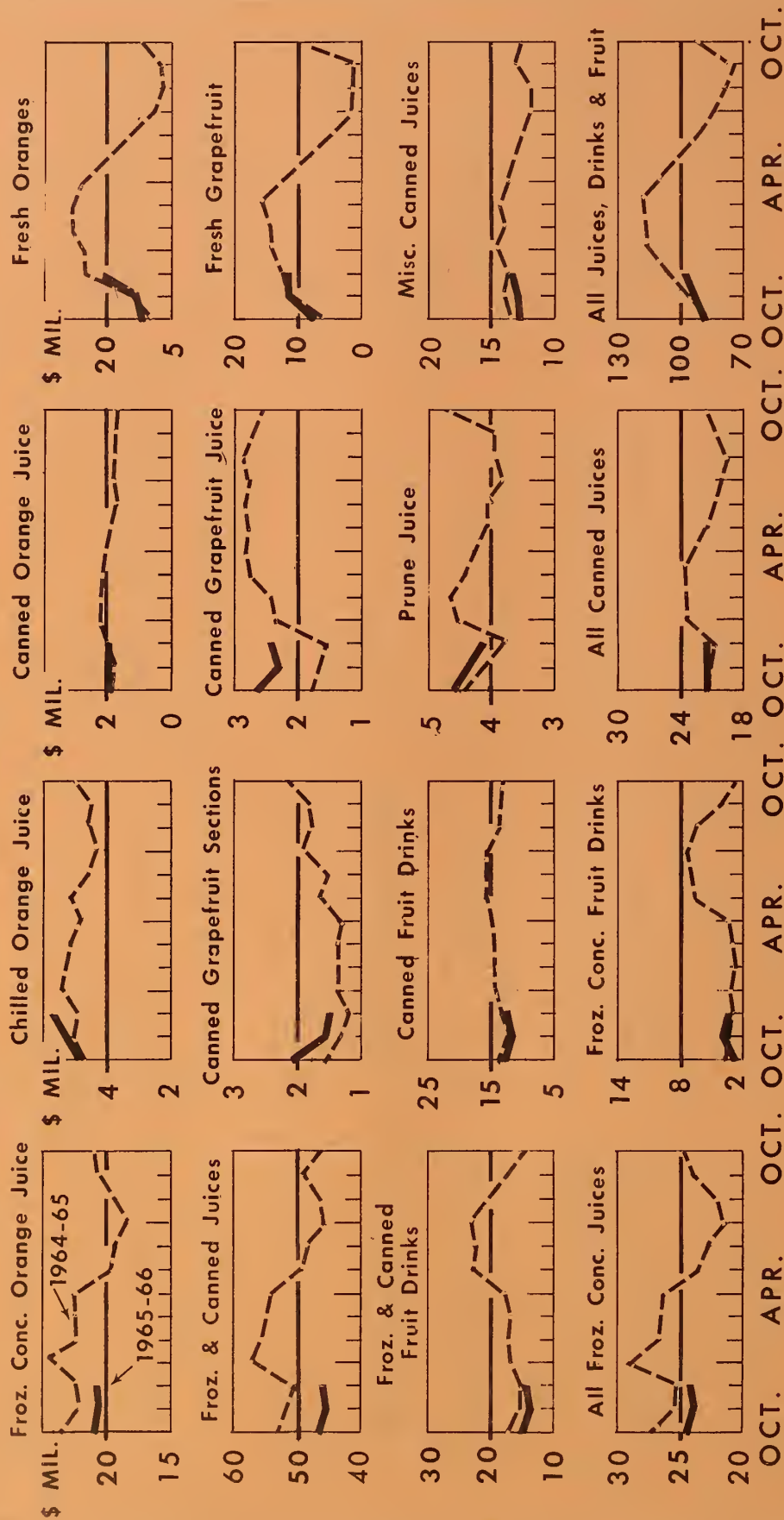


BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 8

CONSUMER EXPENDITURES FOR CITRUS AND OTHER PRODUCTS

Based on Prices Paid for Usual Size of Can and Per Dozen Fresh Fruit



BASIS OF 4 WEEKS (28 DAYS) PER MONTH.

Figure 9